

Health Literacy:

Help Your Patients Understand



The American Medical Association Foundation's **Health Literacy** initiative will distribute 10,000 informational kits in 2003, featuring:

- a new documentary and instructional video
- an in-depth manual for clinicians
- CME* credit for accomplishing the following:
 - understanding the full scope of low health literacy
 - recognizing health system barriers faced by patients with low health literacy
 - improving verbal and written communications to patients
 - creating a "shame-free" environment for patients
- and much more!

*The American Medical Association (AMA) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The AMA designates this educational activity for a maximum of 2.5 Category 1 credits toward the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity.

Pre-Order Your 2003 Health Literacy Kit Today!

Name (with credentials, ie. MD, PhD, etc.) _____

Title _____

Organization _____

Street Address: _____

City, State, Zip: _____

Daytime Phone: (_____) _____ Email: _____

How will you use this kit (check all that apply): ☐ CME self study ☐ staff presentations
☐ medical society presentations ☐ other: _____

Would you consider being more involved with our *Health Literacy* campaign? ☐ Yes ☐ No

****Please return this form to an AMA staff or fax it to 312-464-4142.****